

Message Text

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PAGE 01 MOSCOW 07944 091736Z

67

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-01 SIL-01 USIA-06 PRS-01 /040 W

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R 091504Z JUN 75

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 997

INFO USDOC WASHDC

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USDOC FOR BEWT/TDAD

E.O. 11652: N/A

TAGS: ETRD, BEXP, UR

CPSU CENTRAL COMMITTEE SECRETARIAT "BUYS AMERICAN"

1. PITNEY-BOWES VICE PRESIDENT WALTER HEDLEY ADVISED COMMATT JUNE 9 THAT PITNEY-BOWES HAD SOLD APPROXIMATELY DOLLARS 50,000 WORTH OF EQUIPMENT FROM ITS STAND AT "TELECOMMUNICATIONS-75" EXHIBITION. MORE IMPORTANT THAN VALUE OF SALE WAS IDENTITY OF END-USER. HEDLEY WAS INFORMED BY TEKHNOPROMIMPORT THAT BULK OF EQUIPMENT WAS BEING PURCHASED FOR CPSU CENTRAL COMMITTEE SECRETARIAT TO BE USED IN AUTOMATED MAIL HANDLING FACILITY WHICH IS BEING INSTALLED IN THE PARTY HEADQUARTERS BUILDING ON STARAYA PLOSHCHAD'.

2. COMMENT: HEDLEY SAID PITNEY-BOWES WAS SUFFICIENTLY ENCOURAGED BY RESULTS OF "TELECOMMUNICATIONS" EXHIBITION TO RETURN TO MOSCOW FOR INTERORGTEKHNIKA SHOW THIS FALL. UNFORTUNATELY, PITNEY-BOWES WILL PARTICIPATE THROUGH GLAHE INTERNATIONAL AND WILL NOT JOIN USDOC COLLECTIVE U.S. STAND. DECISION TO COME BACK TO MOSCOW FOR INTERORGTEKHNIKA WAS NOT TAKEN LIGHTLY BY PITNEY-BOWES. AS COMPANY CHAIRMAN FRED ALLEN ADVISED AMBASSADOR DURING RECENT MEETING, PITNEY-BOWES HAS SPENT ROUGHLY DOLLARS 500,000 DEVELOPING SOVIET MARKET OVER LAST THREE YEARS AND SALES TO DATE HAVE HARDLY BEEN COMMENSURATE WITH THIS EXPENDITURE. HOWEVER, LIMITED OFFICIAL USE

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PAGE 02 MOSCOW 07944 091736Z

HAVING LANDED "PRESTIGE ACCOUNT" IN FORM OF CPSU CENTRAL

COMMITTEE, PITNEY-BOWES IS PREPARED TO GIVE SOVIET MARKET AT
LEAST ONE MORE TRY.
STOESSEL

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Message Attributes

Automatic Decaptioning: X
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Handling Restrictions: n/a
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